

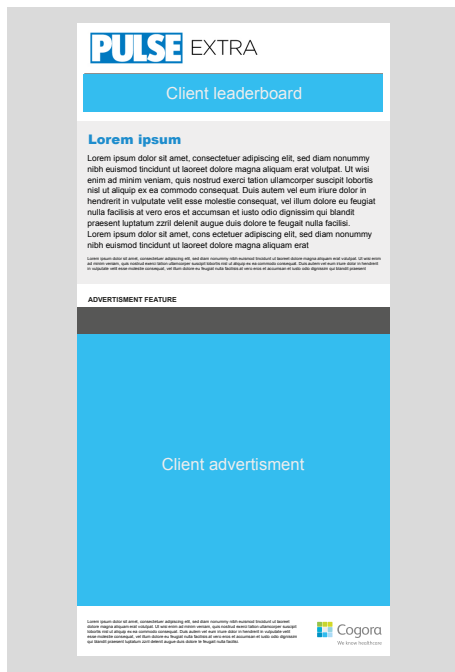
# Email Marketing

Advertising specification | 2019

# Types of email advertising

## Ad layouts guide

### HTML e-newsletter 50:50



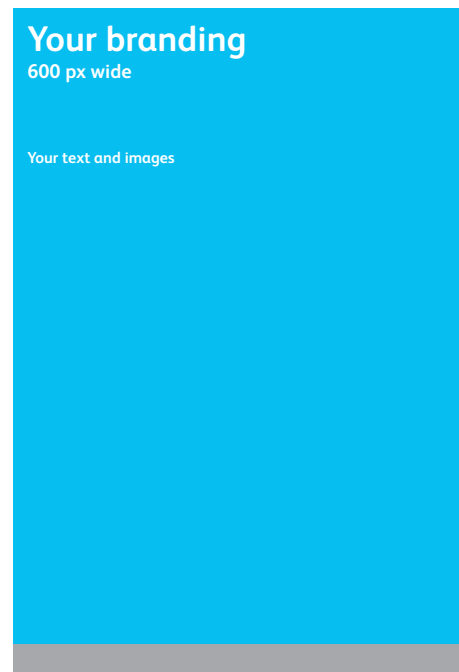
This e-newsletter is a 50:50 editorial: sponsored information split.

#### 600px wide

Up to 350 - 400 approved words including the references and a logo or image (JPG only) must be submitted. Prescribing information should be provided in a separate pdf.

*Approved URLs must also be submitted, in order to re-direct recipients who have clicked on your copy and logo or image.*

### HTML bespoke email



This email is 100% your sponsored information.

#### 600px width

You supply approved copy including references and prescribing information.

# Bespoke email services

## A guide to design and distribution

### Email distribution

Cogora will use your HTML file to send the email to our database. You supply the approved and complete HTML which includes copy, images, a call to action(s), references and prescribing images, and will be mobile friendly.

Cogora will add the appropriate header and footer to your content and send a test copy for you to review prior to distribution. Cogora will then share key statistics with you such as number of recipients, open rate, click rate and geo-target breakdown.

**Where HTML content is provided to Cogora, please see our email specification on the following page.**

Included in cost.

### Email build and distribution

Cogora will use your design to build a working HTML version of your email. Designs should be provided as a high res PDF document, links should be added as comments where applicable.

Please note, **Cogora may alter your design so it meets industry and best practice standards.** This may include adjustments to the layout and/or content to ensure that your email is display correctly across mobile and desktop devices. This allows us to provide our subscribers with excellent content, reducing unsubscribes and increasing open and click through rates. Cogora will then report on the performance of your email.

**Where designs are provided to Cogora, please see our email specification on the following page.**

Included in cost.

### Email design, build and distribution

You will provide the content of your email in a simple word document. Cogora will extract your text, add images (where images are not supplied) and build a working email ready for distribution.

The email produced by Cogora will meet industry and best practice standards and will work across mobile and desktop devices. Cogora will then report on the performance of your email.

Included in cost.

# Specification

Designs & HTML provided to Cogora

## Email layout

Files and designs must follow industry standards. Designs should:

- Fit the size of 600px wide
- Include a mixture of text and graphics
- Include a call to action (where appropriate)
- Distribute content evenly across the body of the email
- Split vertically rows equally
- Use appropriate web fonts only
- Include a footer

To ensure your HTML emails render correctly we suggest you avoid using:

- A background or moving image
- External CSS (only inline CSS within the HTML)
- JavaScript/ASP/PHP or any other server-side programming

Image guidelines:

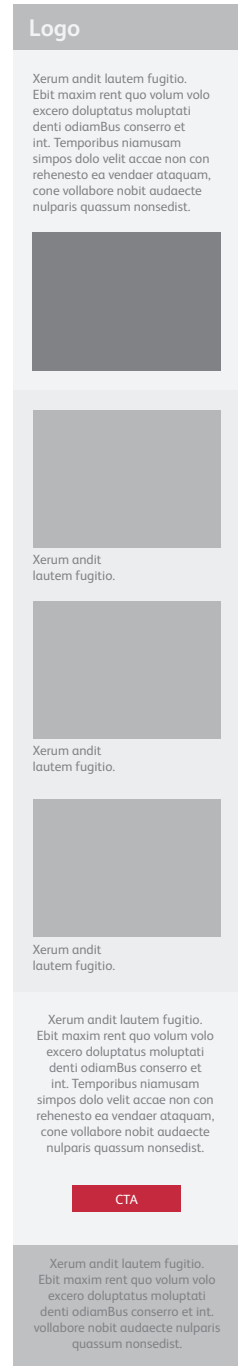
- Please provide all images as a Jpeg, static gif or png file
- All images need to be optimised for web so file sizes are reduced

Where complete HTML is provided to Cogora, the email must be responsive to ensure that content is rendered correctly across all devices.

Correct example on desktop



Correct example on mobile



Incorrect example



For further information  
please contact Cogora:

[digital@cogora.com](mailto:digital@cogora.com)

[cogora.com](http://cogora.com)

